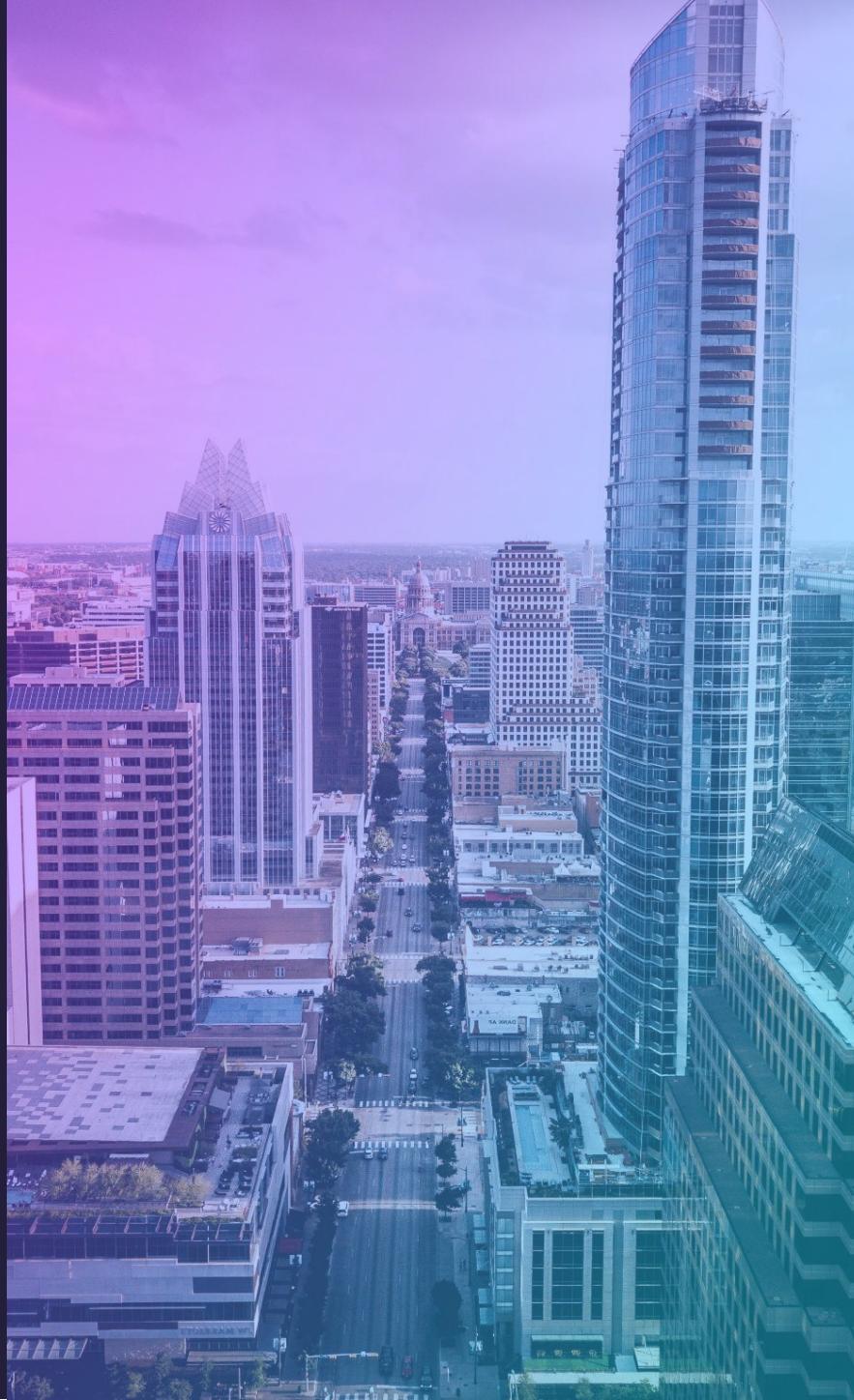


# The Education to Employment Marketplace™



## Agency Partners

**Real-Time Education and Employment Insights**  
Access Unique Platform User and Partner Data  
Know What's Driving Local Economic Growth

# Table of Contents

**01** INTRODUCTION

**02** THE PROBLEM

**03** THE SOLUTION

**04** PARTNER BENEFITS

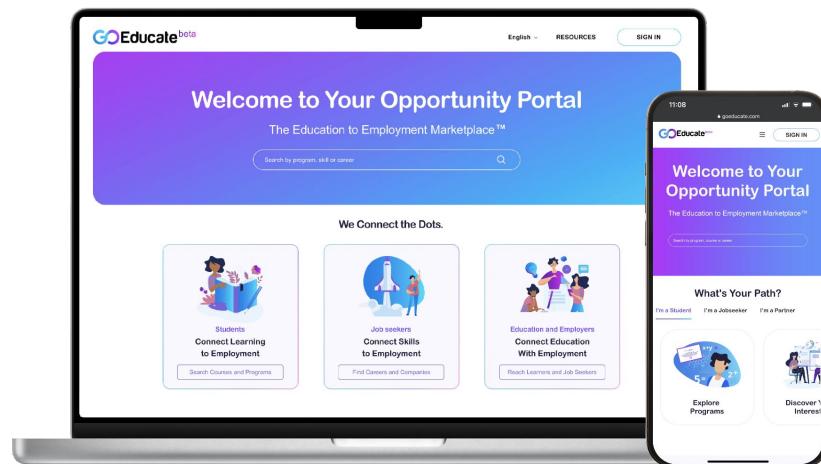
**05** GET CONNECTED

# A New Ecosystem for Addressing the Education and Workforce Crisis

## 01 INTRODUCTION

**GoEducate** is an entirely new education to employment ecosystem linking career exploration, enrollment, recruiting and talent pipeline management in a single platform. GoEducate's "end-to-end" solution enables advancing from school, to training, to college and to work and, in the other direction from employers into colleges, CTE programs, and into schools.

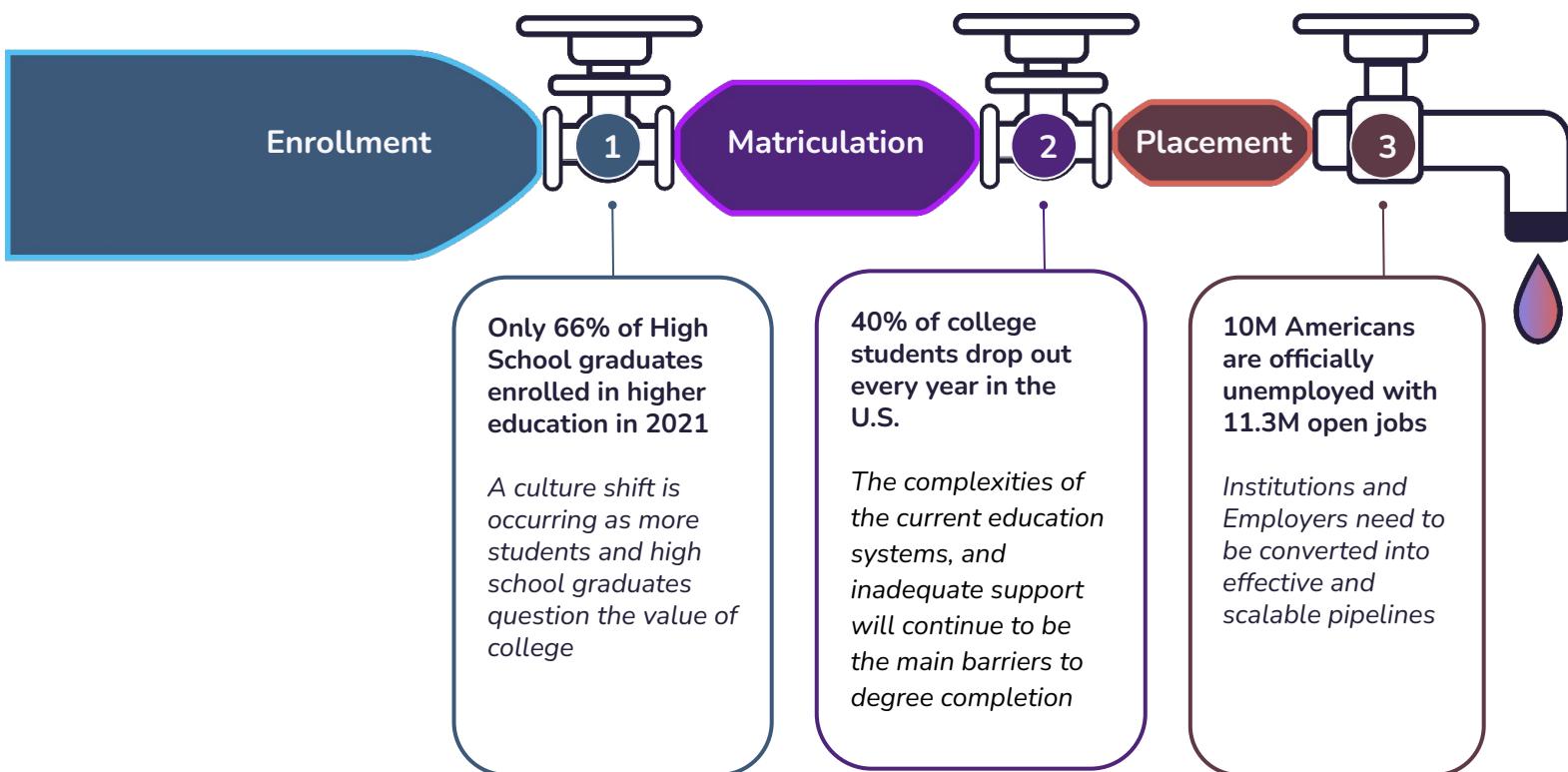
The company and its technology are addressing the growing education and employment problems America is facing. Nationwide, there is an unprecedented shortage of entry-level talent across all employment segments, with 11.3 million open jobs, and 10 million Americans officially unemployed. By connecting the dots between students, education and employers, GoEducate facilitates skills-based learning and job matching to actively place students and job seekers, laying the foundation needed to rebuild the broken talent pipelines.



# The Diminishing Student and Talent Pipelines

## 02 THE PROBLEM

Education providers and institutions, and business organizations across the nation, regardless of which industry vertical they operate in, are experiencing a diminishing student and talent pipeline. There are three main choke points that are affecting the flow of students into learning institutions, and employees into the 11.3 million open roles in the job market:



# We Open the Pipeline by Connecting Learners and Job Seekers with Future Employers

## 03 THE SOLUTION

GoEducate's Opportunity Portal platform solution transforms learner and talent pipelines into a single integrated consumer marketplace.

### **Amazon** • **Zillow** • **Expedia** • **GoEducate**

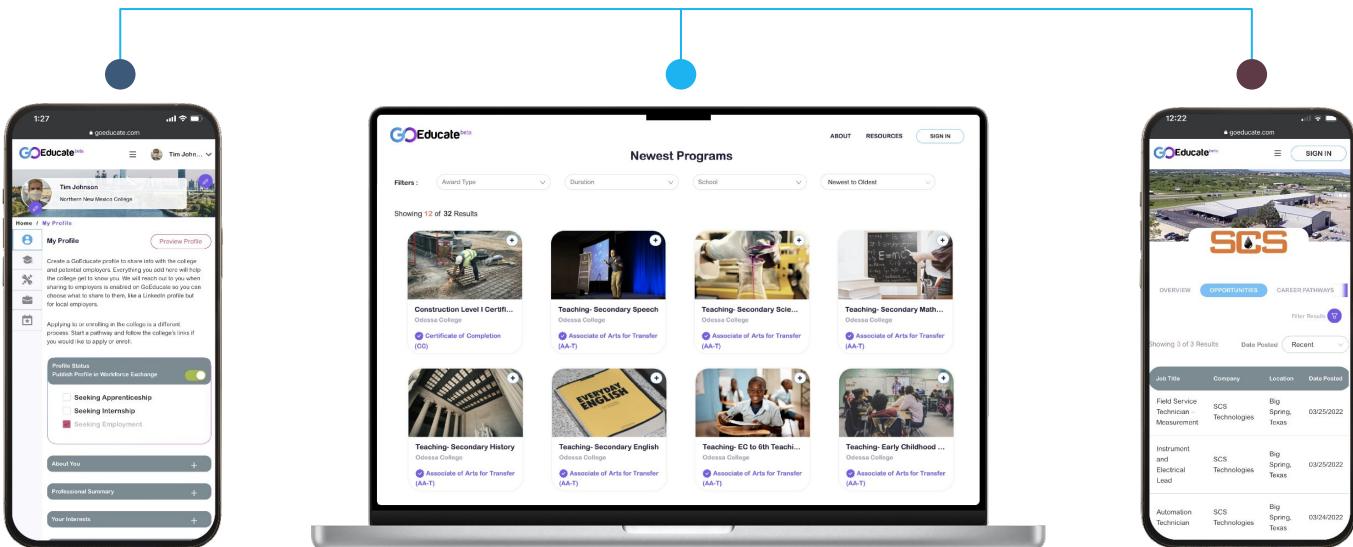
**Connecting**  
Consumers with  
Sellers and Goods

**Connecting**  
Home Buyers with  
Realtors and Homes

**Connecting**  
Travelers with  
Transit and Hospitality

**Connecting**  
Learners and Job Seekers with  
Educators and Employment

Like Amazon, Zillow and Expedia, GoEducate matches learners and job seekers (consumers) with multiple education and employment options (merchants) that were once in separate databases and a part of multiple workflows.



# The Value GoEducate Brings To Agency and Economic Development Partners

## 04

### AGENCY & ECONOMIC DEVELOPMENT PARTNER BENEFITS

For Agency and Economic Development Partners, GoEducate's Opportunity Portal Data Solution provides organizations with real-time analytics and reporting for state and federal compliance of student and program outcomes and workforce placement tactics.

#### Gain access to critical information that is driving local and regional economic development

- Justify the spend and showcase tangible results to constituents through connected education and employer partners' data and metrics
- Create impactful regional partnerships with education, industry, labor and communities to foster collaboration toward improving economic outcomes
- Improve return on investment by measuring education program and course results
- Help your state develop, and make broadly available high quality career and CTE pathways for in-demand occupations

#### Connected Institutions

See real-time metrics from state-wide connected education providers, including student and job seeker school, pathway and career interest

#### Career Pathway Insights

Know what industry programs are garnering the most interest among prospective students,

#### Student Success Metrics

Keep track of student success and monitor the number of pathways started and completed, and that resulted in employment

#### Program/CTE Enrollment

View and track programs of study by career pathway count and student enrollment

#### Workforce Analytics

Real-time counts of connected business partners, and the number of total internships, apprenticeships, jobs, and events available

#### Student/Job Seeker Metrics

View the number of job, internship, apprenticeship and other employment type applications submitted by students and job seekers

# Shift Your Organization's Economic Planning To Match the Needs of the Local Workforce

## 05 GETTING STARTED WITH GOEDUCATE

We've made becoming an Agency and Economic Development Partner simple.

- 1 Submit Agency Partner Request
- 2 Agency Data Instance is Created
- 3 Log In and Access Statewide Metrics

Get connected with local schools and employers and see what education, higher learning and job opportunities are moving students and job seekers locally, regionally and nationally.

**Access unique data from educators and employers across Texas and New Mexico**



Contact GoEducate to learn more about our **Data Partner Solution**, and how your organization can gain access to valuable insights that drive economic planning and growth.

**For more information, please contact:**

Timothy Johnson | Chief Marketing Officer | GoEducate  
Email: [tim.johnson@goeducate.com](mailto:tim.johnson@goeducate.com)

Or, visit us at:

[www.goeducate.io](http://www.goeducate.io)